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W. E. JOHNSON & COMPANY

JOHNSON'S

1923 CATALOGUE OF

STRAWBERRY PLANTS



E. W. JOHNSON & COMPANY
SALISBURY, MARYLAND

Instruction to Customers

Orders should be sent in just as soon as possible after receiving this catalogue. We will book your order, and ship your plants when most convenient for you. Be sure to write plainly your name and postoffice address; also your shipping address, if it is different from your postoffice address. Be particular to state how plants are to be shipped, whether by mail, express or freight. All orders will be promptly acknowledged and notice will be sent when goods are shipped.

GUARANTEE—We guarantee our plants to reach our customers in good condition when shipped by mail or express, if taken from express office and opened on arrival. But we cannot become responsible for stock that is permitted to lie about express office, for neglect of purchaser or his employees to properly care for stock after it has been received. We guarantee our stock true to name with the understanding and agreement that we will refund the purchase price paid for such or replace it with other stock that is true to name, but not liable to damages other than herein named.

PAYMENT—Cash must accompany all orders, or one-third cash with order, balance to be paid on or before day of shipment. Of course, we will book orders, and hold them a reasonable length of time, awaiting remittance.

OUR PRICES are all F. O. B. Salisbury, Md. If desired sent by mail, consult Parcel Post table on page 11 for postage. All plants are packed so as to reach you in good condition.

TIME OF SHIPMENT—From the time you receive this catalogue until May 15th.

YOU ARE TAKING NO RISK. We send just what you order or refund your money, unless you tell us to substitute the order with the nearest to it we have should we be sold out on your order.

REFERENCE—Salisbury National Bank.

E. W. JOHNSON & COMPANY, SALISBURY, MARYLAND

Friends and Patrons

We keenly regret that we cannot meet each and every one of you personally, and have a face to face talk. We know of nothing that would afford us more pleasure, but feeling that we can best serve you at home, we are mailing to you one of our annual catalogs, giving you prices on our Pure-Bred Strawberry Plants for spring delivery. It is indeed a great pleasure to present to you this booklet, knowing that for years we have been steadily forging ahead until today we have a nice business built on a solid foundation of honesty and fair dealing. Naturally we are proud of the success of our customers which is instrumental to the building and essential to the life of any business. Your success, is our success, and we cannot afford to offer you any variety that we do not know to be worthy of your care. Therefore, we must continually be on the alert for new and improved varieties, testing them thoroughly before offering them to our customers. We exercise the greatest care in selecting our plants for our customers, never sending them anything except Pure-Bred, strong, well-rooted plants, tied in bundles of twenty-five plants, packed in light ventilated crates with plenty of fine damp moss, which should keep them in good condition until they arrive at destination, if the transportation companies gives the shipment reasonable movement. If your plants are a unreasonable time on the road, examine them closely upon arrival, and if you find them not to be in good condition, refuse them and make claim against express company, or if you will pay the express charges and get a receipt from the agent showing that the plants were delayed and damaged in transit, we will gladly refund your money, or make the proper adjustment in plants.

We sincerely thank each one of our customers for their support, and express our hope and belief, that we may serve you with as much satisfaction this year, as we have done the former years. To those who have never dealt with us, we invite you to join our many friends and be convinced of our ability to serve you with satisfaction and profit.

With due appreciation of past favors and best wishes for a profitable season, we are,

E. W. JOHNSON & CO.

E. W. JOHNSON & COMPANY, SALISBURY, MARYLAND

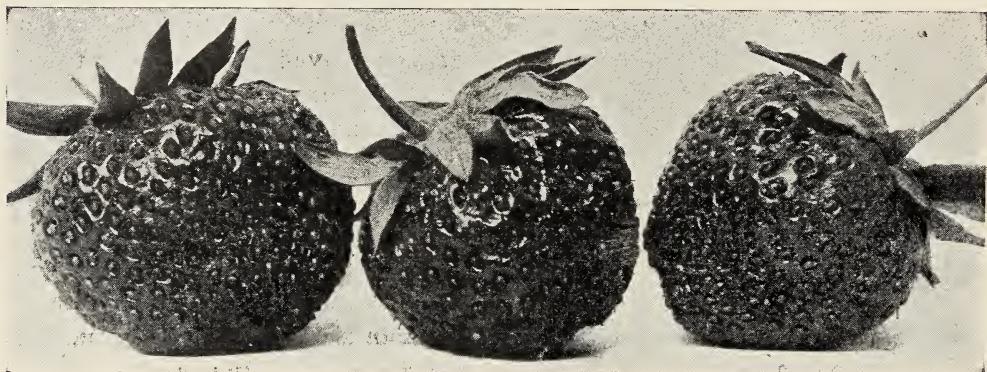
AMANDA—(Per.) Among the best mid-season varieties. Plants are very large, very vigorous and healthy, making enough plants for a good fruiting row. Very prolific of extra large bright glossy red berries, of good quality, and firm enough for distant shipment. It is a good one and you will be pleased with it.

BUBACH—(Imp.) An old and very popular variety. The fruit is very large and handsome, moderately firm and of good quality. Commands fancy prices for those having a local mar-

ket or the shipping distance is not too great. In plant growth it is vigorous, but does not throw out excess of runners. If you have a nearby fancy market you will be pleased with the Bubach.

ket or the shipping distance is not too great. In plant growth it is vigorous, but does not throw out excess of runners. If you have a nearby fancy market you will be pleased with the Bubach.

than any other variety grown for commercial purposes. It is wonderfully productive of extra large good quality berries that bring top prices in market. It is a larger berry than the Chesapeake, ripens a few days earlier and has as fine appearances as any strawberry that we have ever seen. It is uniform, well-colored and firm enough for distant shipment. The plants are strong growers and a good plant maker with luxuriant light green foliage. You can make no mistake by including the Big Joe in your order.



WM. BELT

ket or the shipping distance is not too great. In plant growth it is vigorous, but does not throw out excess of runners. If you have a nearby fancy market you will be pleased with the Bubach.

BIG JOE—(Per.) This is a splendid variety, that is being extensively grown in this county, and in our judgment it is second to none, all points considered. It has been grown in this section several years, each year netting as much or more money per acre

CHESAPEAKE—(Per.) This is a good late variety that is admired by many growers, making enough plants to give best results in fruiting. The fruit is a dark red with prominent yellow seed, uniformly large, averaging larger than Gandy, more productive and of good quality. Flavor excellent.

COLBORN'S EARLY—(Per.) It is as early or a few days earlier than any variety that we have ever seen. Very productive of medium sized ber-

GROWERS OF PURE-BRED STRAWBERRY PLANTS

ries that color all over, very firm, and of good quality. The plants are medium sized, very strong and healthy, and one of the very best plant makers. Colborn's Early will please anyone wanting an extra early variety and medium sized berries. We guarantee them to please you, or we will refund every cent paid for such.

ELATE—(Imp.) This is an excel-

them under our guarantee that the purchaser should be pleased with them or we would refund every cent paid for them, and until this date we have never received a single complaint against them. We know of no better recommendation we could give than this.

KELLOG'S PRIZE—(Imp.) A good late variety, very productive of high



GANDY

lent late variety, fully as late or a few days later than the Gandy. The plants are large, strong growers and a good plant maker, with a tall dark green foliage that shows no blemish or rust. The berries are large to extra large, well colored, with beautiful green caps, very uniform in shape and firm enough for distant shipment. We introduced this variety in the spring of 1917, and sold quite a lot of

quality, bright glossy red berries, with yellow seeds, slightly imbedded which makes a beautiful appearance when packed for market. Plant Kellogg's Prize with Big Joe and you will have a winner.

KELLOG'S PREMIER—(Per.) One of the very best extra early varieties, with but few if any its equal. It is a strong grower which seems to succeed on most soils and produces a heavy

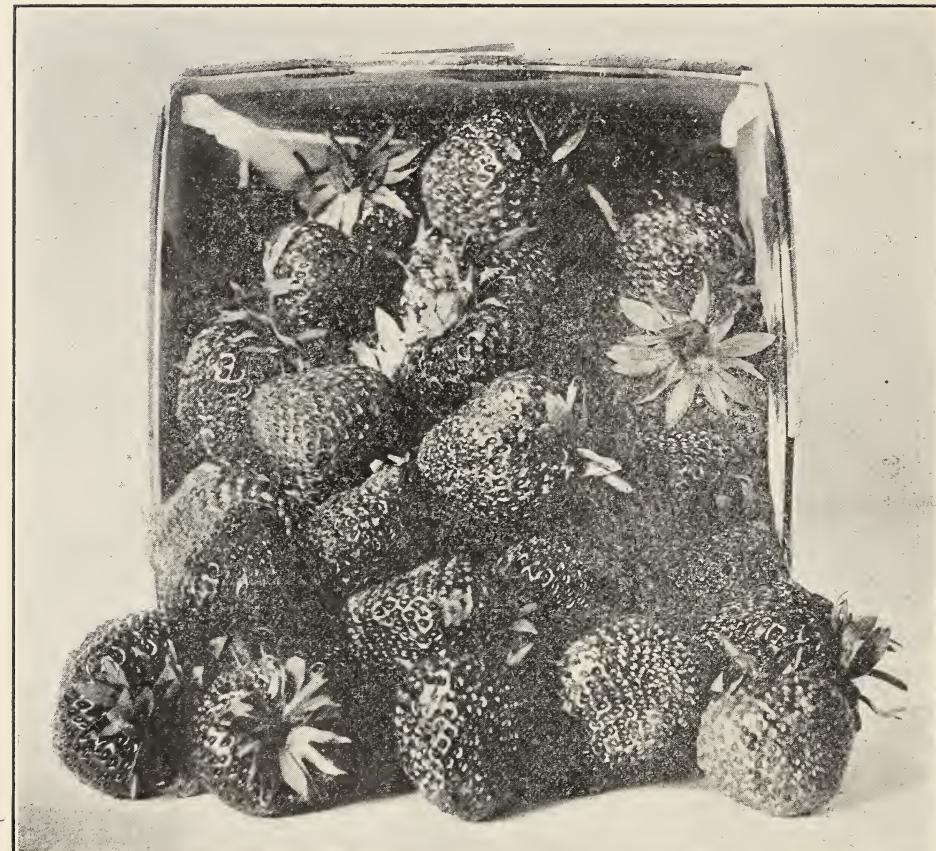
E. W. JOHNSON & COMPANY, SALISBURY, MARYLAND

crop of large bright red berries of good quality and flavor. Surely it is one of the real money makers.

KLONDYKE—(Per.) Considered by many growers to be one of the very best early varieties, being very pop-

ket.

LUPTON—(Per.) A good late variety. Plants are healthy, strong growers, making enough plants for a good fruiting row. Foliage dark green. Very productive of beautiful



CHESAPFAKE

ular with the growers locally in this county. Plants are of medium size, makes a vigorous growth and a great plant maker. Fruit large and of best quality. It is one of the best shippers and commands the top price in mar-

ket. brilliant red berries that resemble Chesapeake in shape. Ripens perfect and an excellent shipper.

MISSIONARY—(Per.) While this variety is often compared with the Klondyke, we fail to see much resem-

GROWERS OF PURE-BRED STRAWBERRY PLANTS

blance more than in plant growth. In plant growth they are very much alike. It has been well tested in almost every state in the union and generally becomes a favorite where an early variety is wanted. It is being extensively grown in the south, owing

well through the season. One of the very best commercial varieties.

NIC OHMER—(Per.) A good variety to plant for fancy trade. Berries are extra large, bright glossy red, of good quality and flavor. A good shipping variety, also excellent for



BIG JOE

to its wonderful shipping qualities and handsome appearance in the package. Plants are medium large, healthy, strong growers and a great plant maker. It is productive of large, good quality berries that hold their size

local market or home garden. It is really a fancy berry that commands top prices wherever it is seen. It is a good plant maker. Makes enough large, strong plants for best results in fruiting.

E. W. JOHNSON & COMPANY, SALISBURY, MARYLAND

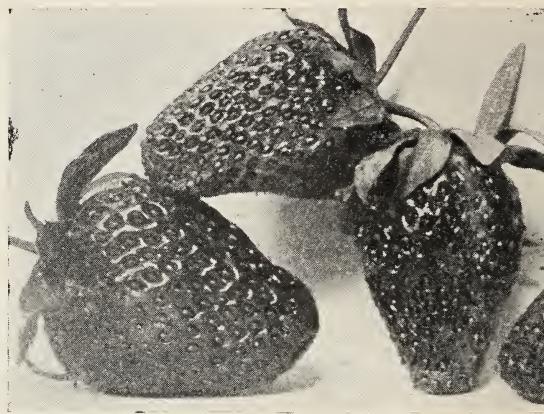
SENATOR DUNLAP—(Per.) The plants are very hardy and vigorous, and where they have an average chance can be absolutely depended upon. Some varieties may surpass it in some respects, but as an all around berry it has few equals. Fruit medium large, very uniform in shape and size. Color dark red, with a glossy finish, shading to a deep scarlet on the under side. Described by many as the best of the fall bearing kinds. It is a good plant maker and one of the most productive of the fall bearers. The fruit is medium to large, dark glossy red, colored all the way through, ranking with the very best in quality.

SUPERB—(Ever-Bearing) This variety is admired by many growers. It is a good plant-maker, making as many plants as desired for a good fruiting row. The fruit of the Superb is very large and attractive. With us not quite so productive as the Progressive. Fruit larger and equally as good.

1017 MINNESOTA — (Ever-Bearing.) In our judgment this is one of the best of the fall-bearers. The plants are very healthy, strong growers, and the best plant-maker of the fall bearing kinds. Foliage very dark green. It is very productive of beautiful dark red berries that ranks second to none in quality. We consider it the only rival to the Progressive.

PREMIER, OR HOWARD 17—

(Per.) In our judgment this is the most perfect early variety to date. In fact it is in a class to itself, having all the desirable qualities necessary to constitute an ideal extra early variety. It is a strong, healthy grower, which comes as near thriving on all soils, as any variety we have ever grown. Foliage medium tall, dark green, which shows no sign of disease. Berries are large, beautiful deep red, with all the quality one would desire in a strawberry. It ripens about



PRE

the same season as the Klondyke, fully as large and pretty berry, and considered by many growers to be fully as good in quality. Its wonderful productiveness of such fine quality berries makes it unquestionably the real money maker of the extra early varieties, and we are anxious that each of our customers to set some of this variety, as we know that when you fruit them, you will be pleased, and the more you see of them the bet-

GROWERS OF PURE-BRED STRAWBERRY PLANTS

ter you will like them. We have the true strain of each Premier, and Howard 17, and have tested each variety thoroughly and find them to be exactly the same on our soil. But if anyone should want either strain, Premier, or Howard 17, we shall fill their order accordingly.

FORD—(Per.) We have fruited this variety several seasons and find it to be a money maker, a close competitor to the Premier, and would

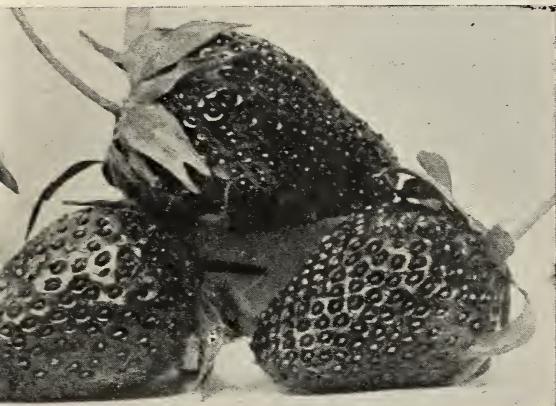
about one week later than Premier, we do not believe they can beat the Ford.

BIG LATE—(Imp.) A strong growing late pistillate. Has a long heavy root system, which makes it an excellent drouth resister. Foliage very tall and healthy. It is a heavy producer of medium large, deep scarlet colored berries, which are produced abundantly in clusters on long fruiting stems. It is rapidly gaining favor everywhere, and is fully worthy of its space in your strawberry plot.

GIBSON—(Per.) It is wonderfully productive of large, round berries that are uniform in size and shape, and beautiful dark crimson from surface to center. Fruit stems are large and strong, and the dark green foliage is ample protection for the blossoms and fruit. It is a strong staminate bloom, making a fine pollinator for pistillate varieties. Its a favorite in some sections, but we do not recommend them only to those having a ready market, where they can place them same day they are picked.

HORSEY—(Per.) We have never fruited this variety, but have seen them during their fruiting season, and consider them one of the very best extra early varieties. Fruit medium to large, very good quality, and firm enough to make it a good commercial berry. Produces a large crop of berries that brings good prices on the market.

WM. BELT—(Per.) An old standard variety that is considered by many to be one of the very best strawberries grown to date. The berries are always of medium large size, and high quality, very uniform in shape, excellent flavor, firm, and a good shipper.



MIER

probably be as good with us, if it ripened a week earlier. We find it to be one of the very best varieties to grow with Premier, as they are very much alike in appearance. It is about the same size, exactly the same shape, and just a little darker red, in fact they are so much alike we have seen them sell at our station to be Premier. It is a strong grower and a good plant maker, seems to do well on all soils. If any one wants a variety that ripens

E. W. JOHNSON & COMPANY, SALISBURY, MARYLAND



HORSEY

E. W. Johnson & Co.

Gentlemen:—

Please note order for strawberry plants and enclosed find check for same. The 2000 plants I got from you last spring are doing fine. I expect to get some nice berries from them this year.

R. H. A.

Mays Landing, N. J., Mar. 28, 1922.

E. W. Johnson & Co.

Dear Sirs:—

Strawberry plants arrived in fine condition. Thank you for the care you took in packing.

Sincerely,

Norwalk, Ct.

S. O. K.

E. W. Johnson & Co.

Salisbury, Md.

Dear Sirs:—

I am ordering these plants for my neighbor. I received my order of 1500 plants two days before I received your card. There were fine and in fine condition. I got them on the 30th of April—just got them set out today, been raining here for nearly a solid week, making the ground like mud.

Yours respectfully,

May 3, 1922.

S. V. S.

E. W. Johnson & Co.

Dear Sirs:—

The two thousand plants you shipped me Saturday arrived on the early train Tuesday (about 2.30 A. M.) and in fine condition. My men and I compared them with others from a more expensive grower and they seem better and we will observe the crop next year and decide whose plants are really the best, as this year's setting of 3500 plants from three growers, is our first trial at strawberry growing.

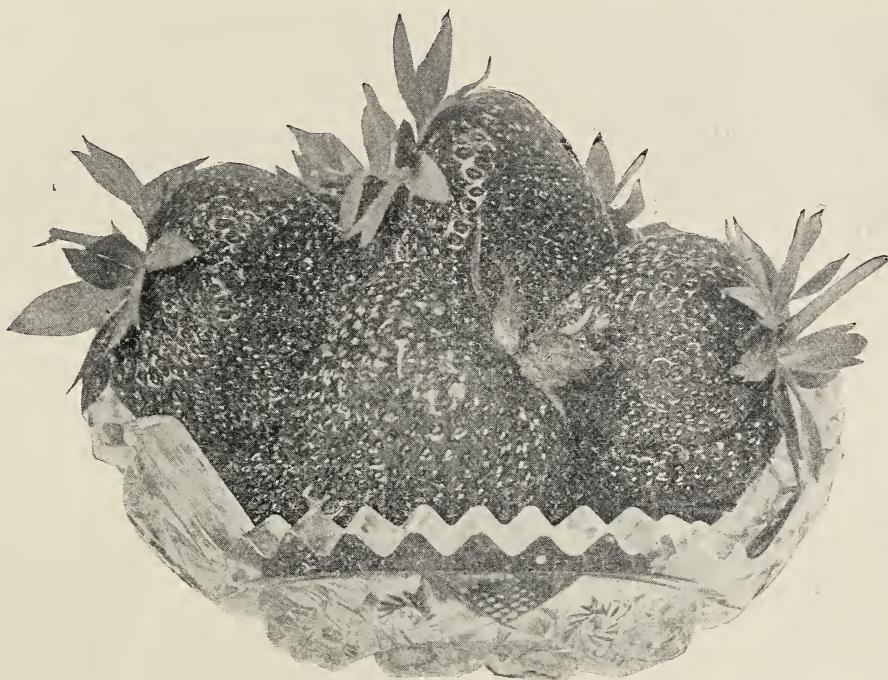
Staunton, Va.

H. S. B.



FORD

GROWERS OF PURE-BRED STRAWBERRY PLANTS



NIC OHMER

PARCEL POST RATES ON STRAWBERRY PLANTS

Zone 1 and 2—Figure 10c per 100 plants or less.

Zone 3—Figure 15c per 100 plants.

Zone 4—Figure 20c per 100 plants.

Zone 5—Figure 25c per 100 plants.

Zone 6—Figure 30c per 100 plants.

Zone 7—Figure 30c per 100 plants.

Zone 8—Figure 40c per 100 plants.

This table has been very carefully prepared after filling hundreds of thousands of orders, and we believe it to be as correct as it is possible to get it. Plants do not all weigh the same when packed for shipment and no table could prove correct. We do not try to adjust small differences in postage. This rate will apply to all orders received to go by parcel post prepaid, and when not sufficient postage is remitted as per table above we will send plants C. O. D. postage, and return whatever amount you have sent us for postage.

3c will insure your order up to \$5.00

5c will insure your order up to \$10.00

We use light ventilated crates and patented mailing cartons in shipping parcel post.

E. W. JOHNSON & COMPANY, SALISBURY, MARYLAND



**Number of Plants Required to Set an Acre at a Given
Distance Apart**

Rows 24 inches apart	plants 12 inch in row	20,000
Rows 30 inches apart	plants 12 inch in row	17,000
Rows 36 inches apart	plants 12 inch in row	14,000
Rows 42 inches apart	plants 12 inch in row	12,000
Rows 36 inches apart	plants 18 inch in row	9,500
Rows 42 inches apart	plants 18 inch in row	8,000
Rows 48 inches apart	plants 18 inch in row	7,000
Rows 48 inches apart	plants 24 inch in row	7,000
Rows 48 inches apart	plants 24 inch in row	5,500
Rows 24 inches apart	plants 24 inch in row	11,000
Rows 30 inches apart	plants 30 inch in row	7,000

For hill culture rows should be either 24 inches, 30 inches or 36 inches and plants set 12 inch in the row.

For matted row system rows should be either 42 inches or 48 inches and plants set 18 inch to 24 inch in row.

GROWERS OF PURE-BRED STRAWBERRY PLANTS

Johnson's Strawberry Garden Contest

First Prize \$10.00; Second Prize \$5.00; Third Prize \$2.50

Johnson's Big Six Standard and Ever-Bearing Strawberry Garden Consists of 600 Pure-Bred Strawberry Plants, 400 of the Greatest Standard Money Makers and 200 of the Most Reliable and Best Ever-Bearers to Date

100 Minnesota 1017 (Ever-Bearing) -----	\$1.50
100 Progressive (Ever-Bearing) -----	1.50
100 Premier (Per.) -----	.80
100 Ford (Per.) -----	.80
100 Lupton (Per.) -----	.80
100 Elate (Imp.) -----	1.50
Postpaid for	\$6.90

This is unquestionably a great bargain, as the varieties listed are the cream of the strawberry race, both Standard and Ever-bearing. It consists of the very best standard varieties from extra early, to very late in the season. The Ever-bearers will bear continually, from June until late fall, during the same year that you set your strawberry garden. This garden can be planted in any section with good results, and we are going to give each of our customers a chance to own this strawberry garden without cost. We are going to sell you this strawberry garden, delivered to your Postoffice, or Express Office, for only \$6.90, and we are going to give \$10.00 for the best photograph from this garden sent to us before October 1st, 1923; \$5.00 for the second best; \$2.50 for the third best; and \$1.00 each for every one we can use. Also \$10.00 for the customer reporting the largest number of quarts from this garden. All reports to be in not later than October 1st, 1924.

GROWERS OF PURE-BRED STRAWBERRY PLANTS

USE THIS ORDER SHEET

E. W. JOHNSON & COMPANY
SALISBURY, MARYLAND

Please forward to

Name..... R. D. No.....

Postoffice..... P. O. Box.....

County..... Street

State..... Freight Station

Express Office.....

Ship by..... On or about..... 1923

Ship by..... On or about..... 1923
State here how to forward

Date of Order..... 1923

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent. Attach price to each article and add up accurately. Make all letters short and to the point, and please do not write letters on the same sheet with the order.

Early in the season we usually have in stock everything listed in this Catalogue, but late in the season we frequently run out of some of the varieties; therefore when you order late, please state whether we shall substitute something equally good and as near like the variety ordered as possible or return your money for any stock we may be out of: Answer.....

GROWERS OF PURE-BRED STRAWBERRY PLANTS

Johnson's 1923 Price List of Choice Strawberry Plants

Grown by E. W. Johnson & Co., Salisbury, Md.

	100	500	1,000	5,000
Amanda (Per)	\$.90	\$3.50	\$6.00	\$28.75
Bubach (Imp.)80	3.00	5.00	23.75
Big Joe (Per)80	3.00	5.00	23.75
Big Late (Imp.)80	3.00	5.00	23.75
Chesapeake (Per)90	3.50	6.00	28.75
Coulbourn's Early (Per.)90	3.50	6.00	28.75
Dr. Burrell (Per)70	2.50	4.00	18.75
Elate (Imp.)	1.50	6.00	10.00	
Ford (Per)80	3.00	5.00	23.75
Gandy (Per)80	3.00	5.00	23.75
Gibson (Per)80	3.00	5.00	23.75
Horsey (Per)80	3.00	5.00	23.75
Klondyke (Per)70	2.50	4.00	18.75
Kellog's Prize (Imp.)80	3.00	5.00	23.75
Lupton (Per)80	3.00	5.00	23.75
Missionary (Per)70	2.50	4.00	18.75
Nic Ohmer (Per)80	3.00	5.00	23.75
Premier (Per) (or Howard 17)80	3.00	5.00	23.75
Senator Dunlap (Per)70	2.50	4.00	18.75
Wm. Belt (Per)80	3.00	5.00	23.75
Fall-Bearing Varieties				
Progressive (Ever-Bearing)	1.50	6.00	10.00	47.50
Superb (Ever-Bearing)	1.50	6.00	10.00	47.50
Minnesota 1017 (Ever-Bearing)	1.50	6.00	10.00	47.50

